II. AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1.-22. (Canceled)

23. (Currently Amended) A computerized method for identifying a solution to address exposed performance gaps of a company in a specific industry, comprising:

first identifying a plurality of operational metrics for the specific industry, wherein the operational metrics includes a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry, wherein the operational metrics include at least one of a rate of inventory turnover and a number of customers per day;

assembling on a computer device a set of solutions for application by the specific industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the set of solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an operational performance of another company within the specific industry to obtain at least one performance gap, wherein the operational performance includes a performance of a company based upon the operational metric for the specific industry;

identifying a solution based upon the impacts to address the exposed performance gaps, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the solution from the computer system.

24 - 25. (Canceled).

26. (Previously Presented) The method of claim 23, wherein the determining further comprises:

applying a set of conflict resolution rules when a solution has a positive impact on a first operational metric and a negative impact on a second operational metric; and

then determining from the applying whether the solution should be identified for implementation.

27. (Previously Presented) The method of claim 23, wherein identifying the plurality of operational metrics, assembling, assessing, comparing, identifying the solution, and outputting steps are repeated automatically at a scheduled interval.

28. (Previously Presented) The method of claim 23, wherein the another company is a best in class company in the specific industry.

29. (Currently Amended) A computerized method for generating a value proposition for a company in a specific industry in a computer system, comprising the steps of:

first identifying a plurality of operational metrics for the specific industry, wherein the operational metrics include a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry;

assembling on a computer device a set of solutions for application by the specific industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the set of solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an average operational performance of companies within the specific industry to expose at least one performance gap, wherein the current operational performance of the company includes a performance of the company based upon the operational metric for the specific industry;

generating a value proposition by identifying a solution based upon the gaps and the impacts, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the value proposition from the computer system.

30. (Currently Amended) A computerized method for generating a value proposition for a company in a specific industry in a computer system, comprising the steps of:

first identifying operational metrics for the specific industry, wherein the operational metrics includes a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry;

assembling on a computer device a set of solutions for application by the industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an average operational performance of companies within the specific industry to expose performance gaps, wherein the current operational performance includes a performance of a company based upon the operational metric for the specific industry;

generating a value proposition by identifying a solution based upon the gaps and the impacts that improves a business value of the company, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the value proposition from the computer system.

31 - 33. (Canceled)